

## ABSTRACT

A display apparatus within elevator cabs or elevator waiting areas that facilitates  
5 the simultaneous display of advertising and general news information is described.  
Broadcast from a remote control center, advertising and general news information  
updates are transmitted to, and stored in a server located within a building and then  
forwarded to a display memory and subsequently displayed on a monitor according to a  
remotely modifiable program schedule. The display is updated such that it contains a  
10 copy of the latest broadcast schedule, as well as the advertisement and information  
programming, and automatically displays a days program according to the most current  
broadcast schedule. The display units as well as the building server are each individually  
addressable thus allowing groups of displays to be simultaneously updated from a remote  
centralized location with information such as news updates, customized advertising  
15 information and the like.